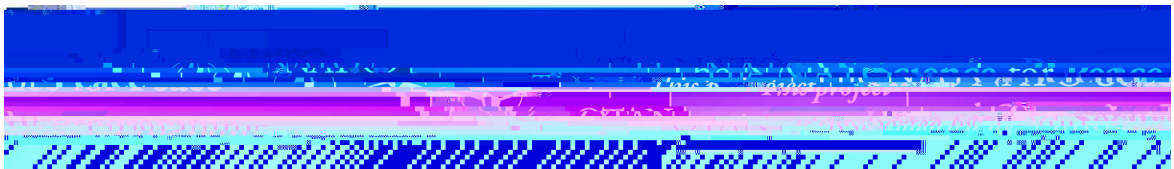
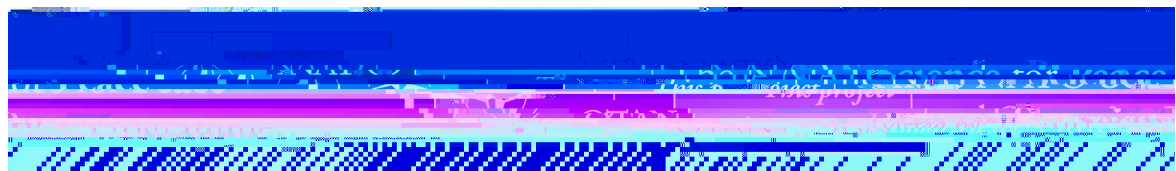


SMALL STATES IN A NEW ERA OF PUBLIC DIPLOMACY: NEW ZEALAND AND DIGITAL DIPLOMACY

Professor Natalia Chaban & Dr Serena Kelly | University of Canterbury |





- d. Build up your to visual identity and visual content, following a major shift to visual in digital media which is now the preferred medium for communication and reception.
- e. Surprise and catch attention (e.g. tweets by a cat in a Dutch embassy in Africa, or a penguin tweeting from the UK's HMS 'Protector' going

